



CHILDREN STILL WATCHING TRADITIONAL TV, MTM JUNIOR REPORT SAYS

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OTTAWA – CBC’s Media Technology Monitor (MTM), released a report from MTM Junior today on the TV viewing habits of children under 18 in the anglophone market.

“Television continues to face increasingly stiff competition from YouTube and Subscription Video on Demand (SVOD) services, which offer an abundance of childrens’ content on demand,” a press release says. “Where does traditional TV fit in a landscape where it and so many other types of content are a button, or even a voice command, away?”

The report highlights that “anglophone children continue to choose traditional TV,” the release says. “Just over two-thirds of anglophones (aged 2-17) watch traditional linear TV in a typical week. Younger children (aged 2-6) are the most likely to be watching linear TV, while viewing declines as kids age and start discovering more content through online sources such as YouTube.”

The report also notes teens (12-17) are more likely to watch SVOD services than traditional TV or YouTube in a typical week (9 self-reported hours), according to the release. “However, they report spending similar amounts of time watching TV and YouTube, with an average of 7.5 self-reported hours spent watching both TV and YouTube in a typical week.”

Other findings in the report include that the most popular genre among children who watch TV is cartoons (although interest in it decreases as children age) and one-third of teens indicate “they always multitask while the TV is on,” with communicating with friends and social networking being the most popular forms of multitasking.